

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



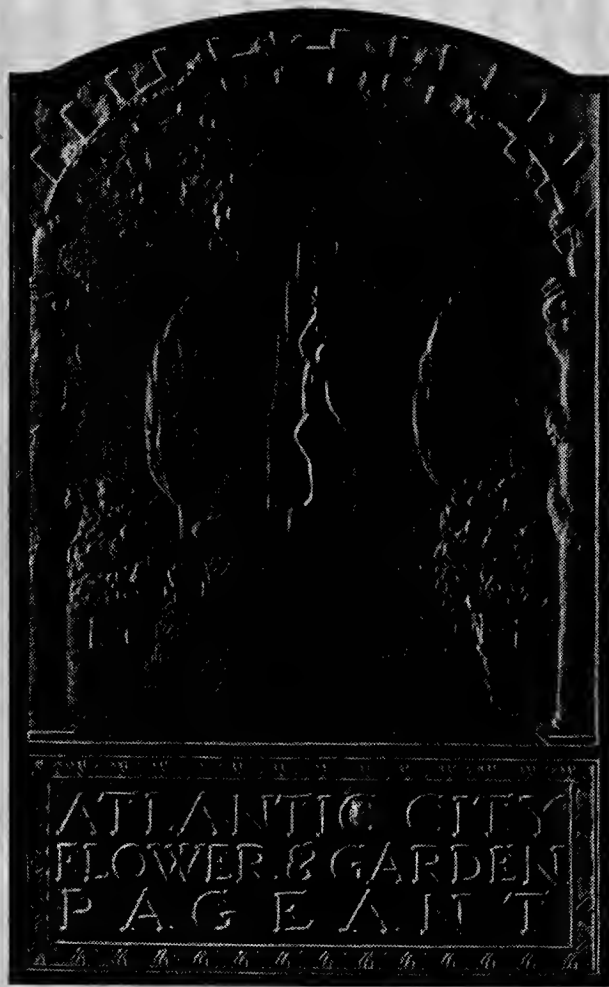
✓ 62.73



**VEILE  
&  
MENDHAM**

**1933**





Atlantic City Flower & Garden Pageant  
Gold Medal, won by  
“JEROME KERN”

VEILE & MENDHAM

*Offer You* ▶ ▶ ▶ ▶



**JEROME KERN**

## **JEROME KERN** (*Veile & Mendham*)

The melodies of Jerome Kern are known to everybody. He is without a doubt America's premier composer of modern music. He has written the score for Broadway's most successful musical shows, notably, "Sally", "Sunny", "Show Boat", "Sweet Adeline", "The Cat and The Fiddle", and his latest show, the biggest hit on Broadway, "Music in the Air". If we were to list his most famous compositions, it would take up the whole page. Let it be sufficient to name "Look For the Silver Lining", the glorious "Ol' Man River", and the lilting "I've Told Every Little Star", from "Music in the Air", as representative of his melodies. We are indeed fortunate in having Mr. Kern's consent to name this dahlia after him.

No less beautiful than his melodies is the beauty of this flower.

An informal decorative of exquisite formation, different in fact, from the formation of any other dahlia, by reason of the unusual curling of the petals at the back. The color is soft shrimp pink with gold shadings in the center. The stem is excellent and very long, and the growth vigorous. It blooms profusely and the fact that it is both a super exhibition as well as commercial variety may be gleaned from the great prize winnings that it made during the past show season:

**At Atlantic City:** In the six bloom class, the best undisseminated seedling in the largest seedling class in any show, winning the Atlantic City Flower & Garden Pageant Gold Medal and \$100.00 in cash.

In the three bloom class, for the best informal decorative seedling, and awarded the beautiful Jay V. Hare trophy for the most outstanding seedling regardless of type.

**At Easton, Pa.:** Best undisseminated seedling, and the best dahlia in the Court of Honor.

**At New York City:** Best keeping variety, winning the Darnell Cup.

**JEROME KERN** is truly one of the great dahlias. Mr. Derrill W. Hart in placing it on his latest Honor Roll in the December issue of the American Home Magazine, says, "I certainly would say that its most distinctive characteristic is its clean-cut beauty and its ability to hold that beauty several days after being cut".

Read what Mr. William Sweeney, noted authority on dahlias, says in the Bulletin of the American Dahlia Society, in his article on the New York Show: "Winning First Prize in class 71 was the exhibit of Veile & Mendham. . . ., using as a center piece a huge basket of Jerome Kern, a silvery pink high centered flower with splendid stems, really a remarkable bloom as good as anything in the show, a remarkably artistic bloom." (See page 10.)

**Root—\$15.00**

**Plant—\$7.50**

Note: The name "JEROME KERN" has been registered with the American Dahlia Society, a copy of the letter from Mr. Kern giving us permission for the use of his name being on file in the office of the secretary.



---

## THE ULTIMATE IN DAHLIAS

---



**COLONIAL DAME**  
(Veile & Mendham)

This beautiful flower was named by Mr. Derrill W. Hart at the New York Show, and a more fitting name for it cannot be imagined. The color is clear lavender, and if we are to let our imagination run riot, we faintly detect the old-fashioned aroma of lavender. In formation it is classed as semi-cactus, but it is pretty close to the border line of the informal decorative class. The flower is built up of many petals, thickly spaced, and radiating from a very full center. The foliage is excellent, and the stem fine. It is a profuse bloomer, and fulfills a long felt want in the lavender classes. On the Honor Roll.

Root—\$10.00

Plant—\$5.00

## General List of Varieties

Note: Varieties appearing in large type are all exceptional varieties, but those in smaller type are not to be considered as inferior. Varieties marked with an asterisk, thus (\*), are varieties that produced seed for us this past season.

**ACME**—(VanTubergen) Incurved Cactus. A variety imported from Holland. Coral pink at the tips, soft yellow underlying, giving a lovely combination of pastel shades. Flowers are of medium size held well above the foliage on long, stiff stems. We were unusually impressed by the beauty of this dahlia as it grew in our trial gardens last fall.

Plants only—\$1.25

**AIKO**—(Dahliadel) Semi-cactus. Aiko is beautiful. It is one of the most striking dahlias we ever grew. The color is deep carmine, and in formation resembling the water lily more than the dahlia. Growth is robust, and the stems are excellent. We noticed it was exhibited at nearly all of the fall shows.

Root—\$5.00

Plant—\$2.50

**ALEX CRAIG**—(Craig) Straight Cactus. A Canadian introduction of great beauty. It is a delightful pink with a cream center. While the flowers were not large at any time for us, there was such an abundance of them, and they were so beautiful, that the size did not seem to matter.

Plants only—\$1.25

**AMELIA EARHART** —(Cordes-Eastman) Semi-cactus. You no doubt have heard so much about this dahlia by this time that it is useless to describe it. One of the greatest winners of all time. For the sake of comparison, it resembles the famous Edna Ferber in formation and color, all of which adds greatly to its credit. The color is apricot-buff, with primrose at the base of each petal. The blooms are huge on fine stems, and we doubt if we have ever seen any dahlia shown to such perfection as was Amelia Earhart, at the New York Show.

Plants only—\$7.50

**AMERICAN TRIUMPH**—(Nuneviller) Incurved cactus. The brightest shade of pure oriental red without a trace of any other color. Flowers are deep and held erect on fine stems. Rather a sticker to grow, but if given plenty of water and spray, it will reward you for your trouble. It is a known fact among exhibitors that American Triumph is well nigh invincible in the cactus classes.

Root—\$1.00

Plant—\$0.50

**AMERICAN LEGION** —(Nuneviller) Informal Decorative. One of the largest of all dahlias, and as exhibited at the Atlantic City Show in 1931, it was little short of a sensation. In form it resembles Aztec Glory, but is deeper and brighter yellow. The stem is fine, and the foliage dark green.

Plants only—\$5.00

**ATTILA** (\*)—(Vilmorin) Incurved cactus of a dark maroon with silver tips, the silver tips setting off the beauty of the whole flower, and giving a decidedly new appearance to an incurved cactus. If you are looking for size in this flower, you will be disappointed, but the robust bushes are literally covered with medium sized flowers on fine stems. We can highly recommend this dahlia. Another added feature is the fact that it produced a great deal of seed for us this past fall.

Root—\$1.50

Plant—\$0.75

**AZTEC GLORY**—(Broomall) Informal Decorative. A very large yellow not unlike American Legion. Fine growth and stem, and an excellent show flower. It is a very shy producer of roots.

Root—\$1.00

Plant—\$0.50



---

## THE ULTIMATE IN DAHLIAS

---



**FLOYD GIBBONS**  
(Veile & Mendham)

**BAGDAD(\*)**—(Redfern) Formal Decorative. We are very sorry to report that this dahlia, one of our favorites of 1931, was not up to standard this year. We firmly believe that some varieties of dahlias are good every other year. We hope that next season will show an improvement in Bagdad. It is a brilliant shade of red and can be grown to an enormous size with very little care.

Root—\$2.50

Plant—\$1.25

**CAMEO** —(Fisher & Masson) Informal Decorative. If we were to choose the most beautiful dahlia of the year, we would find an awful controversy on our hands. So, in order to prevent any such happening, we will say that CAMEO was ONE of the most beautiful flowers that we saw. The color is vibrant, alive, and totally different—a shade halfway between old rose and salmon, but brighter in effect than either color. The stems and growth are all that can be desired. On Mr. Hart's Honor Roll.

Plants only—\$5.00

---

VEILE & MENDHAM, EASTON, PA.

---

**CHARLES G. REED**—(Ballay) Informal Decorative. Large petunia red with silver shadings on the reverse. It is unusually large and held upright on a perfect stem. Large, broad petals, and a high, full center.

Root—\$2.00

Plant—\$1.00

**CAROLYN THILL**—(Fisher & Masson) Informal Decorative. A dahlia of very unusual coloring, and a color that we have been unable to find in any other dahlia. It is impossible to adequately describe it, so, shall we say it is chamois-rose, and leave the rest to your imagination? Excellent dark green foliage and fine stems. A real novelty if there ever was one.

Root—\$5.00

Plant—\$2.50

**CHAMPOEG**(\*)—(Crites) Formal Decorative. The coloring of this flower is also unusual, being a blend of amber-gold and bright rose pink combining to make a very striking flower especially under artificial light. The flower can be grown very large, while not with a great deal of depth. The stems and foliage are fine.

Root—\$4.00

Plant—\$2.00

**COLONIAL DAME**(\*)—(Veile & Mendham) Semi-cactus. See page 3.

**DAILY MAIL**(\*)—(Stredwick) Informal Decorative. This importation from England is one of the best to come from that country. The color is burnt orange. It has size, stem and growth, and the largest seed pods that we gathered came from this variety.

Root—\$1.00

Plant—\$0.50

**DANCING SULTANA**—(Newsom) Informal Decorative. Spectrum red with long, wavy petals. Fine stems and very strong growth.

Root—\$4.00

**D. J. SANDT**(\*)—(Veile & Mendham) Informal Decorative. There is no color in Ridgeway's Color Chart to fit this flower. The nearest that we can come to it is a reddish orange, penciled blood-red, with a suggestion of violet on the reverse. Medium to large flowers and an exceptionally profuse bloomer. The foliage does not have to be sprayed at any time for insects. If you like the unusual in flowers, you will appreciate this one.

Root—\$1.00

**DWIGHT W. MORROW**—(Dahliadel) An informal decorative of a deep, rich cardinal red. Flower of great depth and of exhibition size, blooms of ten inches are easily attained. In some localities, the stem has a tendency to bend slightly.

Root—\$5.00

Plant—\$2.50

**ELIZABETH HARDING**—(Harding) Semi-cactus. Ashes of roses suffused with orchid, having pale yellow markings at the base of the petals. Fine stems and good growth.

Root—\$1.50

**EAGLE ROCK FANTASY**—(Broomall-Success) Informal Decorative. Clear, mal-low pink of great size and depth. The best of stems that are long, straight and stiff with the monster bloom set just right to look you straight in the face. The foliage is immune to insects. One of the greatest of the prize winners.

Root—\$7.50

Plant—\$3.75

**EDNA FERBER**(\*)—(Fisher & Masson) Semi-cactus. Coral pink and gold. Very large size, fine foliage and good stem. A variety that is certain to give satisfaction, as it seems to improve each year.

Root—\$1.00

**EDWARD REINFLEISCH**—(Reinfleisch) Formal Decorative. A variety that we overlooked last year, and have been sorry for it ever since. It is a tremendous, bold flower of a magnificent shade of red, held erect on cane-like stems. It is one of the best red dahlias we have ever seen.

Plants only—\$2.50



---

## THE ULTIMATE IN DAHLIAS

---



**FANNIE SANDT**  
(Veile & Mendham)

**FANNIE SANDT** (\*)—(Veile & Mendham) Semi-cactus. Have you noticed the scarcity of semi-cactus dahlias under the new classification? It seems a shame, for to us, the most beautifully formed dahlias are those under this class. We do not hesitate to recommend this flower as it is the most beautiful dahlia we have ever introduced. The color is intense tyrian pink that shows up brilliantly under artificial light. The size is immense and stays that way until frost. The center is high and full. The bushes grow quite tall, and the flowers are borne profusely on unbeatable stems. The foliage does not have to be sprayed for insects. See illustration above.

Root—\$5.00

Plant—\$2.50

**FARNCOT**—(Davis-Fraser) Incurved cactus. Aster purple evenly tipped white. Fine stems and foliage, and a profuse bloomer.

Plants only—\$1.00

---

VEILE & MENDHAM, EASTON, PA.

---

**F. J. MARCH**—(Boston) Semi-cactus. A clear, even shade of lavender that was far better in the season of 1931 than this past fall. It did not measure up to the performance of the previous year. The bush is a rank grower and should be given plenty of room. The stems are fine and it blooms continuously.

Root—\$2.50

Plant—\$1.25

**FLORENCE LOUISE**—(Ostrander) Semi-cactus. A very large flower, citron yellow tinted with orchid. The stem is extra heavy and the flower never droops. The originator claims it will last six days after it is cut. On the Honor Roll.

Plants only—\$6.00

**FLOYD GIBBONS**(\*)—(Veile & Mendham) Informal Decorative. One of the most outstanding introductions of recent years, and the type that is so much in vogue. Very large flower of bright copper with shadings of carrot red. The color is very bright, and does not have the dullness that copper suggests. The flowers are unusually deep, the wavy petals curving back to the stem, to make a very massive flower. The stems are fine, and it is an exceptionally clean grower. Insects do not bother it. Unusually profuse bloomer, in fact the best we have in our gardens. "FLOYD GIBBONS" is our pick for the best of the autumn shades in dahlias. On the Honor Roll. See illustration on page 5.

Note: The name "FLOYD GIBBONS" is registered with the American Dahlia Society. A copy of the letter from Mr. Gibbons allowing us to use his name is on file in the office of the Secretary.

Root—\$5.00

Plant—\$2.50

**FORT MONMOUTH** (\*)—(Kemp) Informal Decorative. This great dahlia needs little or no introduction. Where is there a dahlia that combines such rich coloring with immense size? Rich burgundy wine color, striking on the bush, a sensation in the show room. Profuse bloomer on fine stems. We have excellent stock of this variety.

Root—\$1.50

Plant—\$0.75

**FRAU O. BRACHT**—(Berger) Straight Cactus. A sensational variety from Germany that stood out in every fall show. A clean, light shade of yellow, nearly cream of exhibition size, on very fine stems. You should not overlook this one.

Root—\$2.00

Plant—\$1.00

**FULL MOON**—(Ballay) Informal Decorative. A wide petaled flower of clear golden yellow on excellent stems. It is one of the outstanding dahlias of the season, and grew well in every part of the country. It won more than its share of prizes.

Root—\$10.00

Plant—\$5.00

**GIRL OF HILLCREST** (\*)—(Scott) Informal Decorative. A beautiful golden orange of medium to large size. Very profuse bloomer and excellent for cut. The stems and foliage are good. Fine for seed.

Root—\$5.00

Plant—\$2.50

**GOLDEN GOBLIN**(\*)—(Goodacre) A rich gold of perfect formal decorative type. Fine stem and dark green, heavy foliage.

Root—\$2.50

**GOODNIGHT**—(Broomall) Informal Decorative. The color is ox-blood shaded maroon, very dark. Flowers are of large size, born on straight, stiff stems. The plants are medium in height, and the foliage heavy and dark.

Root—\$2.00

**GOLDEN HARVEST**—(Broomall-Success) Semi-cactus. A most striking variety producing sulphur yellow blooms held erect on perfect stems. Profuse bloomer, and among the best of its color. Good foliage for a yellow dahlia.

Root—\$3.00

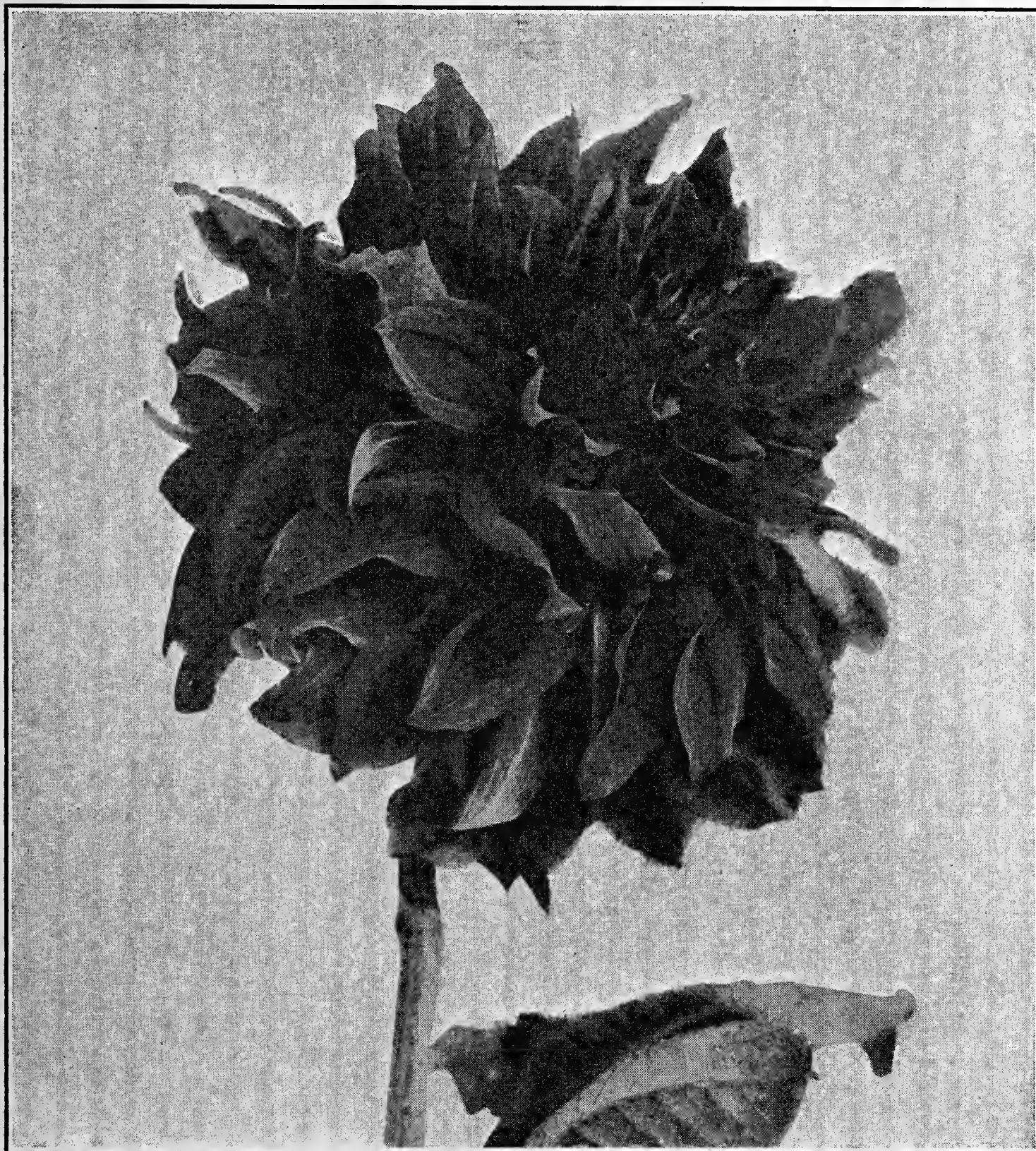
Plant—\$1.50



---

## THE ULTIMATE IN DAHLIAS

---



**SONNY MASSON**  
(Veile & Mendham)

**GOLDEN HEART** —(Kemp) Formal Decorative. The purest golden yellow dahlia we have ever seen. Blooms are very large, many attaining 12 inches across, and are held high above the foliage on excellent stems. Th plant grows quite tall, and is a most prolific bloomer.

Plants only—\$5.00

**HALLELUJAH** (\*)—(Veile & Mendham) Informal Decorative. A monstrous flower of a decidedly new color combination. Bright orange with violet tints at the center is something new in dahlia coloring. The flowers are huge. The foliage is insect proof, and it is one of the best bloomers in the garden. Shown at the Bangor, (Pa.) Show, it reached the unusual size of 13 inches.

Root—\$2.50

Plant—\$1.25





Mirrored Reflection of  
*(Showing Front*



of "JEROME KERN"  
(Front & Back Views)

---

VEILE & MENDHAM, EASTON, PA.

---

**HARRIET HOCTOR** —(Alling) Formal Decorative. A very good purple. Pleasing in formation and color. Fine growth and excellent stem.

Plants only—\$2.00

**IMPERIAL PINK** —(Lyndora) Informal Decorative. Have you ever grown a dahlia that you hate to cut from the bush? This is such a dahlia. It is so beautiful on the bush that it almost seems a sin to cut it. A beautiful clear, rose pink with gold shades at the base of each petal. Fine stem and foliage. It was especially good this past season. It should be planted early.

Root—\$4.00

Plant—\$2.00

**IVORY** —(Boston) Formal Decorative. Two years ago, at the New York Show, we mixed a large basket of Ivory and Fort Monmouth, to make what one society matron (Lorgnette and all) called, "the most exquisite blend of color she had ever seen". Ivory is an excellent name for this flower. It is very large and about the cleanest grower in the garden. Recommended very highly.

Root—\$2.00

Plant—\$1.00

**JANE DEW** —(Dew-Ruschmohr) Informal Decorative. A magnificent pink that is specified as the "pinkest pink of all dahlias". Fine growth and stem. On the Honor Roll.

Root—\$10.00

Plant—\$5.00

**JANET SOUTHWICK** —(Chapman) Informal Decorative. Staghorn petaled type. Color charts call it tyrian-rose, but we would be more inclined to call it a burgundy wine shade. Excellent growth with very dark, heavy foliage. Fine stems and profuse bloomer of exhibition size.

Root—\$5.00

Plant—\$2.50

**JANE DIXON** —(Fisher & Masson) Formal Decorative. An exhibition dahlia of a lovely shade of salmon-orange, of great depth and size. The petals are pointed and the center of the flower is extremely high. The flowers are carried high above the heavy, insect resisting foliage.

Root—\$10.00

Plant—\$5.00

**JEAN KEEFER** —(Keefer-Kemp) Informal Decorative. A bright rose pink that did not come up to expectations. It was very much better toward the end of the season, and should be greatly improved next year. The stems are very rigid, and the foliage insect-resistant.

Root—\$3.50

**JEAN TRIMBEE** —(Trimbee-Waite) Semi-cactus. Rich petunia violet, it stands alone in its color. Very large and sensational with a high, full center. Excellent stems. Shown beautifully at the Atlantic City and Easton Shows.

Root—\$4.00

Plant—\$2.00

**JERSEY'S BEACON (\*)** —(Waite) Formal Decorative. Chinese scarlet with buff reverse. Very large with fine stems. A grand seed parent. It has produced more successful seedlings than any other dahlia.

Root—\$0.50

**JEROME KERN (\*)** —(Veile & Mendham) Informal Decorative. See pages 2 and 10.

**JERSEY'S MAJESTIC** —(Waite) Informal Decorative. A giant dahlia and one naturally large under normal growing conditions. The color is a pleasing blend of salmon, old gold, and rose. The foliage is very dark, almost a bronze, that greatly adds to the beauty of the flower.

Plants only—\$5.00

**JERSEY'S MELODY** —(Waite) Semi-cactus. Tyrian rose shading to silver on the tips with a silver reverse. A very striking variety on a fine stiff stem.

Root—\$5.00

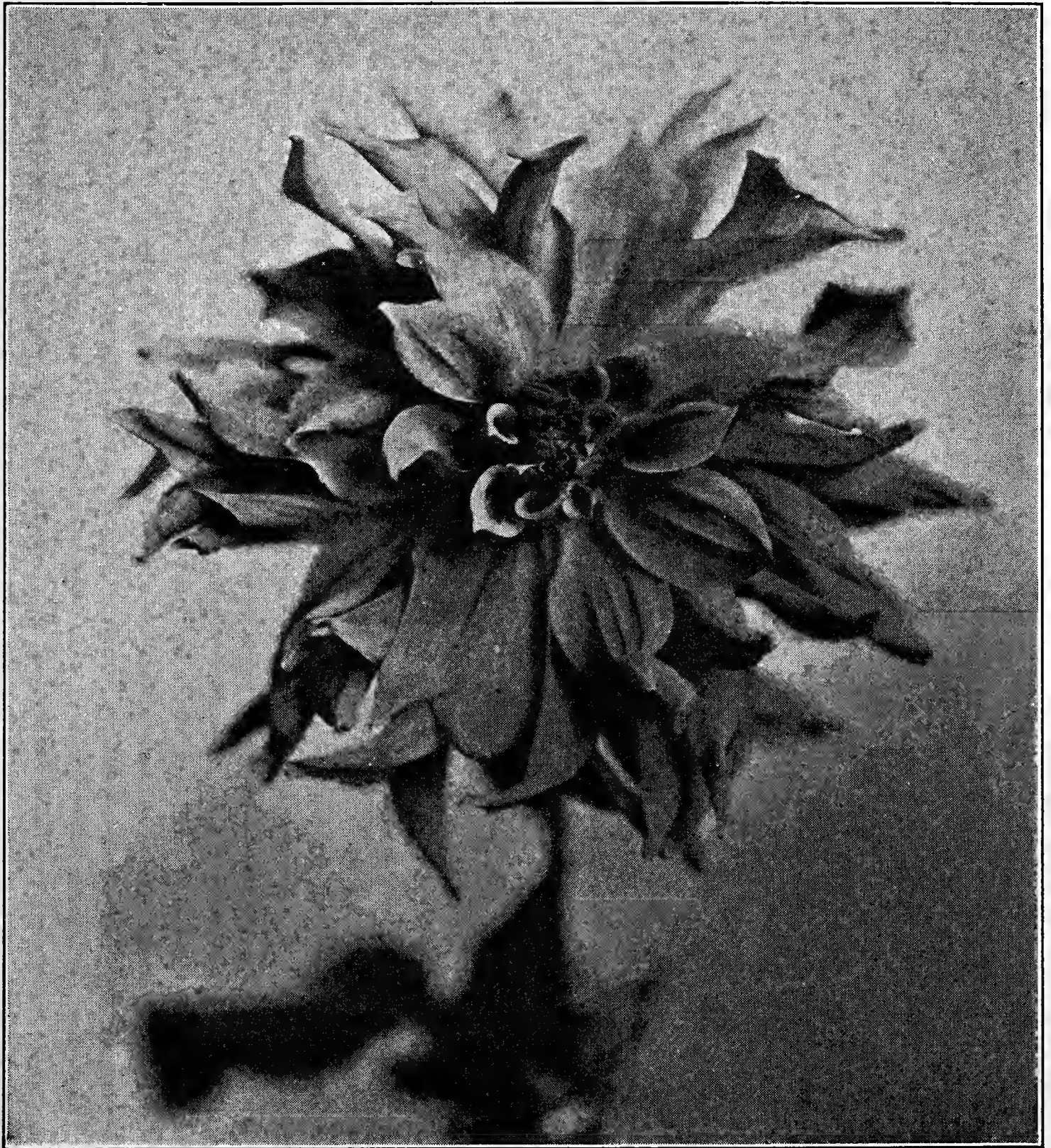
Plant—\$2.50



---

## THE ULTIMATE IN DAHLIAS

---



**OLIVE WRIGHT**  
(Veile & Mendham)

**JEWEL OF INDIA**—(Newsom) Informal Decorative. Large, flat flower with an uncertain center. The color is near a purple, but with more life. The stem is rigid, and the bush quite thick.

Root—\$5.00

Plant—\$2.50

**JIM MOORE**(\*)—(Loller) Informal Decorative. A flower of great substance. Pale yellow suffused strawberry pink. The bushes are always covered with bloom. The stems are fine and the plants robust.

Root—\$2.00

Plant—\$1.00

**JOSEPHINE G.**—(Ruschmohr) Informal decorative. A very definite answer to the dahlia fan that says the dahlia must be big to be beautiful. Medium size flower of an exquisite pink with tiny gold tips. Good stem and foliage. If you like beauty, this one should be placed near the top of your list.

Root—\$1.50

---

VEILE & MENDHAM, EASTON, PA.

---

**KATHLEEN NORRIS**—(Fisher & Masson) Informal Decorative. A wonderful silvery pink of gigantic proportions, but a flower without a trace of coarseness, in spite of its size. The immense, deep blooms are held erect on excellent stems far above the dark green foliage. To us, this is one of the most beautiful dahlias ever originated. There is a lot of bad stock of this dahlia being circulated, so don't be fooled by cheap prices.

Root—\$2.00

Plant—\$1.00

**KAWEAH**—(Meussdorfer) Informal decorative. An enormous dahlia, one of the largest grown of a rich fuschia shade, held far above the foliage on capital stems. The bush is a strong grower, and the flower has won from coast to coast in the large flower classes.

Plants only—\$7.50

**KEMP'S VIOLET WONDER**—(Kemp) Formal Decorative. Rich violet, and a very rare shade in the dahlia. Flowers are immense on excellent stems. The foliage is lacy and attractive. The bush is medium in height and branching.

Root—\$1.00

Plant—\$0.50

**KENTUCKY RED**—(White) Informal Decorative. Here, you dahlia fans, is SOME red. The color is intense red with a metallic sheen over the entire flower. This dahlia can be grown to a very large size, has an excellent stem, is free blooming, and has particularly pleasing foliage. On the 1931 Honor Roll.

Root—\$5.00

Plant—\$2.50

**LA FIESTA**—(Cordes-Eastman) Informal Decorative. One of the season's outstanding winners and probably the most distinctive of the new dahlias in actual form. The color is butter yellow, penciled red. The growth is perfect. The flowers are very large.

Plants only—\$5.00

**LAVENDER PRINCESS**—(Newsom) Formal Decorative. A clear shade of lavender pink. Very regular in form and pleasing in color. Fine, dark green foliage, and good stem.

Root—\$5.00

Plant—\$2.50

**LILAC GLORY** (\*)—(Ballego) Incurved cactus. A soft lilac in color, medium in size but a true cactus type. Stems ideal and flowers produced freely.

Root—\$1.50

Plant—\$0.75

**MABLE DOUGLASS**—(Thompson-Waite) Informal Decorative. A clear pastel lavender, a shade that is greatly needed in the wide range of dahlia coloring. The flowers are immense, but the foliage can stand a great deal of spray.

Root—\$2.50

Plant—\$1.25

**MARSHALL'S PINK** (\*)—Formal Decorative. An exquisitely beautiful shrimp pink dahlia, with a formation similar to Jersey's Beauty. Excellent for cutting, with stems at least three feet long. Plant is of tall habit of growth, dark foliage, free bloomer.

Root—\$2.00

Plant—\$1.00

**MARY ELLEN**—(Loller) Informal Decorative. A seedling of the old Mrs. I deVer Warner, with all of the latter's good points and a few of its own. The color is a deep rose pink. The plant is a very robust grower, and free flowering. It did not quite reach its 1931 form this past year.

Root—\$4.00

Plant—\$2.00

**MARTHA EPPELE**—(Fisher & Masson) Semi-cactus. A glowing bronze especially beautiful under artificial light where the dark bronzy shade assumes a rosy tint. A profuse bloomer and keeps excellently after cut. The bush is very large and should be given lots of room.

Root—\$2.00

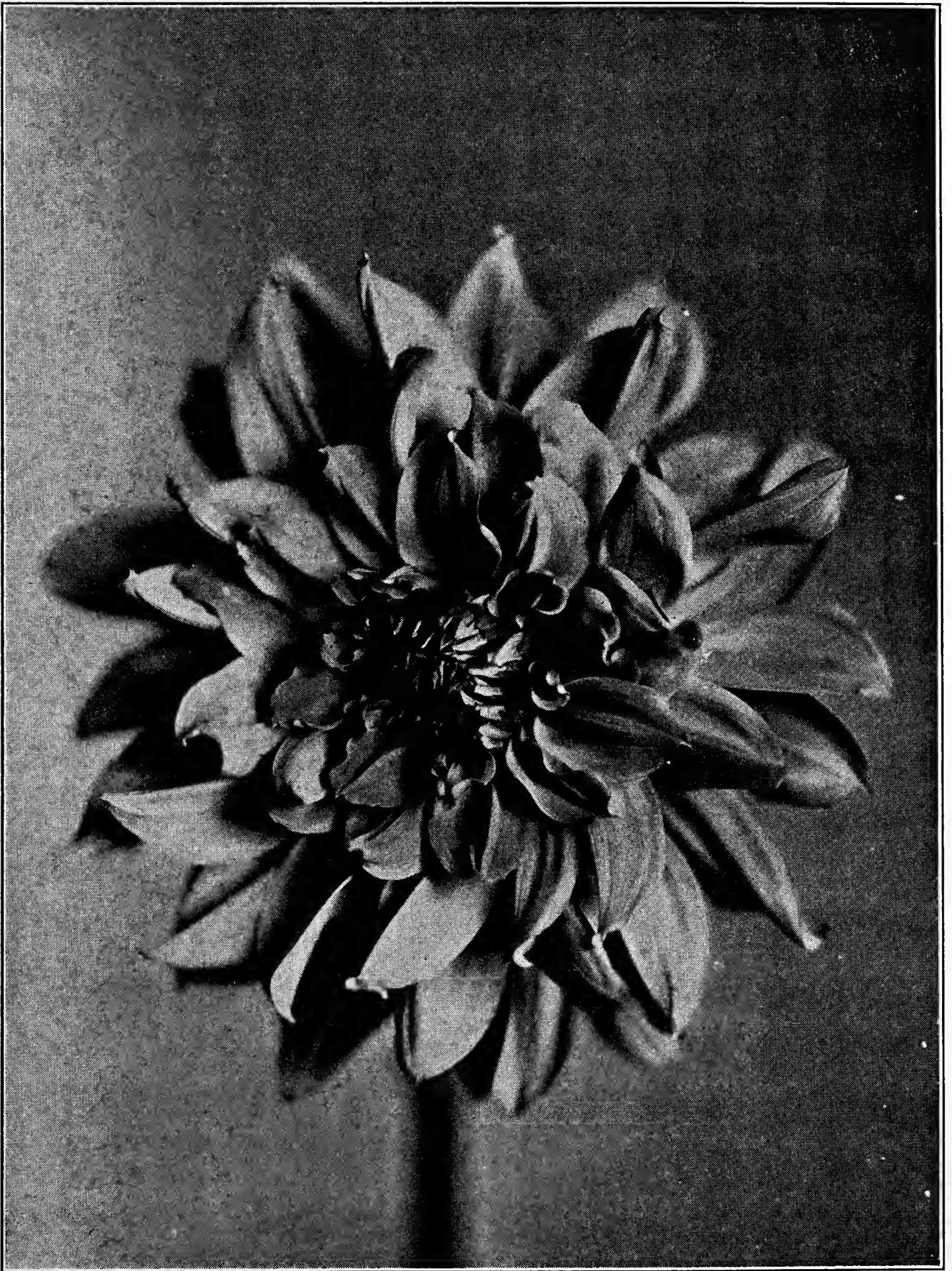
Plant—\$1.00



---

THE ULTIMATE IN DAHLIAS

---



**HALLELUJAH**  
(Veile & Mendham)

---

VEILE & MENDHAM, EASTON, PA.

---

**MARY BAKER** (\*)—(Wickersham) Informal Decorative. A gorgeous golden yellow of beautiful formation. The flower is star shaped, and of great size. The stem is all that can be desired. We like this as well as anything new that we grew last year.

Plants only—\$2.50

**MARYLAND'S GLORY**—(Maryland Dahlia Gdns) Formal Decorative. A large deep American Beauty red, and a dahlia that is a pleasure to grow, as it seems to produce its wonderful blossoms without the slightest trouble. Stem and foliage are perfect. We cannot recommend this dahlia too highly.

Root—\$5.00

Plant—\$2.50

**MEADOWBROOK**—(Ruschmohr) Formal Decorative. Light mallow purple with edges of mallow pink. Flowering habits prolific. Can be grown to a large size on cane-like stems. Leathery foliage.

Root—\$5.00

Plant—\$2.50

**MONMOUTH CHAMPION**—(Kemp) Formal Decorative. The leading prize winner of most of the shows. Xanthine orange flowers of huge size. Fine stem and foliage, and a very profuse bloomer. It has remarkable keeping qualities when cut.

Root—\$2.50

Plant—\$1.25

**MRS. ALFRED B. SEAL**—(Seal) Informal Decorative. The best old rose dahlia to date. A really magnificent flower, enormous in size, on tall bushes with fine stems. Excellent for exhibition.

Root—\$1.00

**MRS. E. BRADLEY**—(Stredwick) Pure white incurved cactus of the finest form. The bushes are tall and free flowering. The stem bends slightly at the neck.

Root—\$2.00

**MURPHY'S MASTERPIECE**—(Reed) Informal Decorative. Immense dark red that won many prizes this past year. The bush and stem are very good, but it is the unusual size of this dahlia that makes it stand out.

Plants only—\$5.00

**MYRA HOWARD**—(Glutzbeck-Dahliadel) Informal Decorative. This is just naturally a big flower and one of the most attractive plants we have seen. The color is a pure gold with a rose sheen which glistens in the sunlight. Throughout the flower are conspicuous petaloids. Stems straight and stiff.

Root—\$7.50

Plant—\$3.75

**NANKING YELLOW**—(Newsom) Informal Decorative. A really good yellow from California, but rather late to bloom with us. We intend to plant this variety earlier than we did. The bush is very large, and the flower of very good formation.

Root—\$5.00

Plant—\$2.50

**OLIVE WRIGHT**—(Veile and Mendham) Informal Decorative. A magnificent orange with yellow at the base of each petal. The flowers are extremely large and borne in profusion on strong healthy bushes. The stems are rigid. The center is very high and full and has never come open. We noticed some wonderful blooms of it at the New York Show.

Root—\$2.50

Plant—\$1.25

**OMAR KHAYYAM**—(Stout) Formal Decorative. The unusual coloring of this huge flower is a Chinese red at the base of the petals shading to bright orange and tipped lighter. The growth and stem resemble Jersey's Beacon. It was shown superbly at the Trenton, N. J., Show.

Root—\$4.00

Plant—\$2.00



---

## THE ULTIMATE IN DAHLIAS

---

**ORMAND COREY** —A tiny informal decorative from Australia. Too large to be classed with the minatures. The flowers average around four or five inches, but the color is the "Piece de resistance" of this dahlia. It is a clear glowing silvery pink. A bouquet of this on a table in the hall or in the guest room is something to marvel at.

Plants only—\$1.00

**PASTEL GLOW** —(Artland-Ruschmohr) Informal Decorative. A magnificent dahlia. A large, deep, high-centered flower of pastel pink. Unusually beautiful under artificial light. Fine stems. On the Honor Roll.

Root—\$10.00

Plant—\$5.00

**PRINCE OF PERSIA** —(Newsom) Informal Decorative. The immense flowers, frequently ten inches in diameter, are of the deepest, most iridescent, rich glowing crimson, more like the petals of a rose, rather than a dahlia. Of great depth and substance and carried perfectly erect on exceptionally long, stiff stems. Shown a lot at the many shows, where it was greatly admired. We would advise early planting of this variety.

Root—\$5.00

Plant—\$2.50

**PRINCE REGENT (\*)** —(Lyndora) Formal Decorative. For sheer beauty of coloring, we challenge any dahlia to equal this one. Light yellow that shades to distinct salmon pink makes a picture that no artist could paint. Fine stems and an excellent grower.

Root—\$3.00

Plant—\$1.50

**PURPLE WONDER** —(Black-Kemp) Informal Decorative. The predominating color of this beautiful dahlia is a pansy purple, with a rose hued lavender reverse. A seedling of Fort Monmouth, but a taller and more robust grower. The blooms are huge, full centered and held facing well above the thick, leathery foliage on stiff stems.

Plants only—\$5.00

**RUDY VALLEE** —(Reed) Semi-cactus. When the flowers begin to open they show chrome yellow at the center, with a graduation of grenadine red as the flower expands, finally becoming solid grenadine orange-red when in full bloom. Flowers are large and full centered on fine stems.

Roots—\$5.00

Plants—\$2.50

**SANHICAN'S METEOR** —(Fisher & Masson) Informal Decorative. A brilliant, flaming dahlia with the reverse of the petals bright gold. The petals twist and curl showing both colors. Wherever it was shown, it created a sensation. The flowers are very large on fine stems. If you like the sensational, don't miss this one.

Root—\$2.50

Plant—\$1.25

**SATAN (\*)** —(Ballay) Semi-cactus. Here is the old devil himself. No flower could have had a more appropriate name. It is a flower of tremendous size and unusual formation. The color is red with gold tips giving the flower the appearance of having horns. The bush is the best growing of all the new varieties, and best of all, it never stops blooming. Did you hear about the thirteen inch flower of Satan in the New York Show?

Root—\$15.00

Plant—\$7.50

**SHAHRAZAD** —(Newsom) Informal Decorative. Huge rose pink of beautiful form and color. It is an early and profuse bloomer on fine stems. One thing we did learn about it this year, is the fact that it dare not be fertilized very much. It is a variety that naturally is large and does not need to be forced. In California it is called a pink "Jane Cowl", but we do not see the resemblance. Don't pass this one by.

Root—\$5.00

Plant—\$2.50

**SONNY MASSON (\*)** —(Veile & Mendham) Informal Decorative. We have never known a dahlia fan that was not searching for a good red. The search

---

VEILE & MENDHAM, EASTON, PA.

---

need go no further, as this is the best red we have ever seen. The flowers are informal in shape and the color is a rich, velvety red, nearly scarlet, with tiny petaloids of gold, and gold shadings on the reverse. In keeping with the modern dahlia standards, the flowers are immense, with great depth, and held at the proper angle on excellent stems. The foliage is thick and leathery. It is an early and profuse bloomer, and like most of our introductions, a good cut flower. On the Honor Roll.

Root—\$5.00

Plant—\$2.50

**ST. MALO**—Another imported variety, semi-cactus in formation. The color is golden orange. Medium size flowers, but of unusual formation, with cleft petals at the end. Fine stems.

Plants only—\$1.50

**THE WORLD**—(Dahliadel) Formal Decorative. Rich, deep rosy magenta overlaid garnet with silver shadings on the edges of the petals. Perfect, full centers, and a strong grower.

Root—\$1.00

**THE COMMODORE**—(Scott-Kemp) Informal Decorative. This is perhaps the largest and most spectacular dahlia ever introduced. In color it is a brilliant lemon yellow, overlaid with a light golden sheen, and of immense size. Fine stems and an exceedingly prolific bloomer.

Root—\$5.00

Plant—\$2.50

**THOMAS A. EDISON**—(Dahliadel) Formal Decorative. Rich purple. Medium to large in sizes. Fine stem and luxuriant dark green foliage. Very good for exhibition in the purple shades.

Root—\$2.00

Plant—\$1.00

**VARIO**—(Boston) Informal Decorative. The best variegated dahlia, and of an entirely new color combination. Tan mixed with very pale pink in every imaginable combination. The flowers are large and have fine stems. Thick foliage and a good bloomer.

Root—\$1.50

Plant—\$1.00

**VON RUSSWURM**(\*)—(Dixie Dahlia Gardens) Informal Decorative. Light pink with yellow shadings around the center, on exceedingly long, stiff stems. The foliage is very heavy and thick.

Root—\$5.00

Plant—\$2.50

**WATCHUNG SMOKE** —(Smith) Informal Decorative. A gorgeous flower of tan and old rose blended to make the most unusual coloring we have ever seen in a dahlia. The flower is very large on fine stems. It bloomed very late for us, so we would advise early planting. If you are looking for something different, you should find it here.

Root—\$5.00

Plant—\$2.50

**WHITE WONDER** —(Kemp) Informal Decorative. A clear pure white with very much the same formation as Fort Monmouth, and the same long, graceful, wavy petals. Fine stems and enormous in size. On the Honor Roll.

Plants only—\$7.50

**WILLAMETTE**—(Crites) Informal Decorative. The colors of this beauty are so blended that an accurate description is almost impossible. Face of petals is golden coral and orange, tinted rose and salmon, with a golden halo over all. The reverse of the petals is ashes of roses. The flowers are very large, and the plant is a husky grower. Very prolific. We do not hesitate to recommend this seedling from the Pacific Northwest from the home of the Champoege.

Root—\$5.00

Plant—\$2.50

**YELLOW WONDER**—(Broomall-Success) Informal Decorative. Light yellow. Good formation and the flower is set at a pleasing angle on fine stems. It should be planted early for best results.

Root—\$5.00

Plant—\$2.50

---

## THE ULTIMATE IN DAHLIAS

---

### MINIATURE, POMPOM, ORCHID-FLOWERING AND SINGLE DAHLIAS

- Agalia (Min) Orange fawn, overlaid salmon. \$1.50  
 Amber Queen (Pom) Clear bright amber. \$0.35  
 Atom (Pom) Orange red. Very small. \$0.50  
**BISHOP OF LLANDAFF.** A wonderful English bedding dahlia.  
 Intense red with red foliage that contrasts beautifully with  
 the flower. Root—\$1.00 Plant—\$0.50  
 Bobbie (Min) Light orange. Very free bloomer. \$1.50  
 Citronella (Orchid) Clear canary, carmine reverse. \$1.00  
 Cheal's Pink (Min) Rich pink. \$1.50  
 Cora May (Pom) Salmon pink. \$0.35  
 Dee Dee (Pom) Lilac. \$0.35  
 Douglas Tucker (Pom) Yellow with crimson center. \$0.35  
 Edgar (Pom) Deep cream. \$0.35  
 Fedora (Min) Cerise salmon on yellow ground. Plants only—\$0.75  
 Freda (Min) Rich dark plum. Plants only—\$0.75  
 Fuji-San (Single) Beautiful buff with orange center. \$1.00  
 Garden Love (Min) Yellow and pale red. Plants only—\$0.75  
 Indian Chief (Pom) Red. Very good. \$0.35  
 Irene (Min) Salmon. Very good. \$1.50  
 Joe Fette (Pom) White. \$0.35  
 Janet (Pom) Red. \$0.35  
 Johnny Peppin (Pom) Dark Crimson. \$0.35  
 Lucina (Min) Apricot buff. \$1.50  
 Little Belle (Pom) Mauve pink. \$0.35  
 Little David (Pom) Orange. \$0.35  
**MT. WHITNEY SUNSET** (Min) A gorgeous combination of  
 sunset shades. The only miniature to be placed on the  
 Honor Roll. Plants only—\$1.00  
 Mrs. J. Coutts (Min) Salmon with orange tones. \$1.50  
 Mike (Pom) Burnt orange. \$0.50  
 Mavis (Orchid) Light lilac, with purple reverse. \$1.00  
 Pink Pearl (Min) Rose pink with golden disc. Plants only—\$0.75  
 Polly (Orchid) Sunflower yellow, carmine lake reverse. \$1.00  
 Raider (Min) Cinnamon, chrome yellow base. \$1.50  
 Rhoda (Min) Shrimp pink shaded orange and rose. \$1.50  
 Starfish (Orchid) Pale lilac suffused tyrian rose. \$1.00  
 Tiny (Min) Peach with a bright gold center. Plants only—\$1.00  
 Yellow Gem (Pom) Canary Yellow. \$0.35

Plants of the above, one-half the price of a root, except the pompoms.

### COLLECTIONS

- No. 1:—For \$3.50, we will send you prepaid one root each of Bagdad, Elizabeth,  
 Harding, Ivory, Josephine G., and Mrs. Alfred B. Seal. Value \$8.50.  
 No. 2:—For \$5.00, we will send you prepaid one root each of Mary Ellen, Mary-  
 land's Glory, Olive Wright, and Martha Eppele. Value \$13.50.  
 No. 3:—For \$5.00, we will send you prepaid one root each of Kathleen Norris, The  
 Commodore, Lavender Princess, and Ivory. Value \$14.00.  
 No. 4:—For \$5.00, we will send you prepaid one plant each of Fannie Sandt,  
 Golden Harvest, Lavender Princess, Maryland's Glory, Prince of Persia,  
 and Ivory. Value \$12.75.  
 No. 5:—For \$3.50, we will send you six extra fine dahlia roots, our selection, that  
 we guarantee will be worth three times the value. All will be plainly  
 labelled.



---

## THE ULTIMATE IN DAHLIAS

---

### General Information

**Order Early**—We cannot impress the fact too strongly to order early. Of the newer varieties the stock is naturally very limited, and a great deal of disappointment can be avoided. All roots sent out before March 15th are sent at the buyer's risk. Altho every precaution will be taken, they are not guaranteed against freezing.

**Terms**—Remittance with order on or before shipment. Retail orders are delivered prepaid. Wholesale orders, at the purchaser's expense.

**Shipping**—Orders are shipped as soon after April 1st as convenient unless otherwise notified. Green plants will be shipped on or around the 20th of May.

**Guarantee**—We guarantee every root and plant sent out by us to be true to name, and in a healthy condition when received, after which our responsibility ceases, as we have no control over growing conditions. We ask that you at once notify us if anything is unsatisfactory when received, or if any root or plant does not grow after planted a reasonable time.

**Substitution**—We do not substitute unless requested to do so, but would suggest naming a second choice.

**Name and Address**—Be certain to write name and address plainly.

**Green Plants**—We especially recommend the planting of green plants. For exhibition flowers, they are unrivaled.

Do not be discouraged if a dahlia from a different locality does not do well for you the first season. Try it again, as many varieties need to be acclimated.

If you do not see the variety listed that you want, write us, as we grow many dahlias the stock of which is too limited to list.

**Address all communications to VEILE & MENDHAM, Bushkill Gardens, Box 185, Easton, Pennsylvania.**

**Two Gardens**—One at 65 No. 7th St., the other at Hackett Ave., Bushkill Park.

VEILE & MENDHAM,  
BUSHKILL GARDENS,  
EASTON, PA.

Member of { American Dahlia Society  
National Association Commercial Growers  
Dahlia Society of New Jersey.

Are you a member of the American Dahlia Society? If not, why don't you join. The dues are nominal, \$2.00 a year, and that includes the Bulletin; a publication that will give you far more than \$2.00 worth of enjoyment. Write the secretary, Mr. C. Louis Alling, 198 Norton Street, New Haven, Conn., and he will cheerfully furnish you with any information that you may wish.

Don't miss the Fall Flower Show held yearly in the City of Easton. It is rapidly taking its place among the leading fall flower shows of the east. Watch the Bulletin for dates.



